

W58AV

CHANNEL 58

September 5, 1991

Community Television from Medaille College

SEP 9 1991

RECEIVED

Donna R. Searcy, Secretary
Federal Communications Commission

ORIGINAL
FILED

As a community broadcaster, we feel we have the flexibility to take risks with local programming. Indeed it is our responsibility as designated user of the airwaves to provide for and challenge our community to use the technology of the airwaves.

However we must pay the bills or we will cease to exist as a strong media presence in Western New York. In order to pay the bills, the viewers and the advertisers must accept us as "real" TV. Funny call signs, power insignificant to reach our entire community and designation as LPTV leave the viewers and advertisers wondering when we are going to be on "real" TV.

